



# ALTEC LANSING®



## VS4221

*User's guide*  
*Mode d'emploi*

*Guía del usuario*  
*Guia do Usuário*



The lightning flash with arrowhead, within an equilateral triangle, is intended to alert the user to the presence of uninsulated "dangerous voltage" within the product's enclosure that may be of sufficient magnitude to constitute a risk of electric shock to persons.

## CAUTION

RISK OF ELECTRIC SHOCK  
DO NOT OPEN

Caution: To prevent the risk of electric shock, do not remove cover (or back). No user-serviceable parts inside. Refer servicing to qualified service personnel.



The exclamation point within an equilateral triangle is intended to alert the user to the presence of important operating and maintenance (servicing) instructions in the literature accompanying the appliance.

### CAUTION

To prevent electric shock do not use this (polarized) plug with an extension cord, receptacle or other outlet unless the blades can be fully inserted to prevent blade exposure.

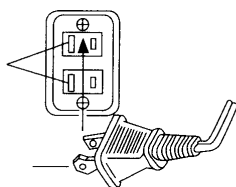
### WARNING

TO REDUCE THE RISK OF FIRE OR ELECTRIC SHOCK, DO NOT EXPOSE THIS APPLIANCE TO RAIN OR MOISTURE.

### CONNECTING THE POWER CORD (AC WALL SOCKET)

Long slot is neutral  
(ground) side.

Insert the wide blade into the  
ground side slot.



### IMPORTANT SAFETY INSTRUCTIONS

1. Read these instructions.
2. Keep these instructions.
3. Heed all warnings.
4. Follow all instructions.
5. Do not use this apparatus near water – This apparatus shall not be exposed to dripping or splashing, and no objects filled with liquids, such as vases, shall be placed on the apparatus.
6. Clean only with dry cloth.
7. Do not block any ventilation openings. Install in accordance with the manufacturer's instructions. The apparatus should not be situated on a bed, sofa, rug or similar surface that may block the ventilation openings. The apparatus must not be placed in a built-in installation, such as a closed bookcase or cabinet that may impede the flow of air through the ventilation openings. Ventilation should not be impeded by covering the openings with items such as newspapers, tablecloths, curtains, etc.
8. Do not install near any heat sources such as radiators, heat registers, stoves, or other apparatus (including amplifiers) that produce heat.
9. No naked flame sources, such as lighted candles, should be placed on the apparatus.
10. Do not defeat the safety purpose of the polarized or grounding-type plug. A polarized plug has two blades with one wider than the other. A grounding type plug has two blades and a third grounding prong. The wide blade or the third prong are provided for your safety. If the provided plug does not fit into your outlet, consult an electrician for the replacement of the obsolete outlet.
11. Protect the power cord from being walked on or pinched — particularly at plugs, convenience receptacles, and the point where they exit from the apparatus.
12. Do not install in an area which impedes the access to the power plug. Disconnecting the power plug is the only way to completely remove power to the product and must be readily accessible at all times.
13. Power source – Use only power supplies of the type specified in the operating instructions or as marked on the appliance. If a separate power supply is included with this apparatus, do not substitute with any other power supply – use only manufacturer-provided power supplies.
14. Unplug this apparatus during lightning storms or when unused for long periods of time.
15. Refer all servicing to qualified service personnel. Servicing is required when the apparatus has been damaged in any way, such as power-supply cord or plug is damaged, liquid has been spilled or objects have fallen into the apparatus, the apparatus has been exposed to rain or moisture, does not operate normally, or has been dropped. For service, refer to qualified service personnel, return to the dealer, or call the Altec Lansing service line for assistance.
16. For products which incorporate batteries, please refer to local regulations for proper battery disposal.

### ALTEC LANSING TECHNOLOGIES, INC. ONE YEAR LIMITED WARRANTY (TWO-YEAR LIMITED WARRANTY IN THE EUROPEAN UNION AND ASIA)

**What Does The Warranty Cover?:** Altec Lansing warrants that its products shall be free from defects in materials or workmanship, with the exceptions stated below.

**What Is The Period Of Coverage?:** For units purchased in European Union or Asia, this warranty runs for two year from the date of purchase. For units not purchased in Europe or Asia, this warranty runs for one year from the date of purchase. The term of any warranties implied by law shall expire when your limited warranty expires. Some states and/or Member States in the European Union do not allow limitations on how long an implied warranty lasts, so the above limitation may not apply to you.

**What Does The Warranty Not Cover?:** This warranty does not cover any defect, malfunction or failure that occurs as a result of: improper installation; misuse or failure to follow the product directions; abuse; or use with improper, unintended or faulty equipment. (For information on proper installation, operation and use consult the manual supplied with the product. If you require a replacement manual, you may download a manual from [www.alteclansing.com](http://www.alteclansing.com).) Also, consequential and incidental damages are not recoverable under this warranty. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you.

**What Will Altec Lansing Do To Correct The Problem?:** Altec Lansing will, at its option, repair or replace any product that proves to be defective in material or workmanship. If your product is no longer being manufactured, or is out of stock, at its option, Altec Lansing may replace your product with a similar or better Altec Lansing product.

**How To Get Warranty Service:** To get a covered product repaired or replaced, you must contact Altec Lansing during the warranty period by email ([csupport@alteclansing.com](mailto:csupport@alteclansing.com)). You must include in your email, your name, address, email address, telephone number, date of purchase and a complete description of the problem you are experiencing. In the United States, you may alternatively contact Altec Lansing by telephone at 1-800-ALTEC88 — please be prepared to provide the same information. If the problem appears to be related to a defect in material or workmanship, Altec Lansing will provide you a return authorization and instructions for return shipment. Return shipments shall be at the customer's expense, and the return must be accompanied by the original proof of purchase. You should insure the shipment as appropriate because you are responsible for the product until it arrives at Altec Lansing.

**How Will State Law Affect Your Rights?:** This warranty gives you specific legal rights, and you may also have other rights which vary from state to state. Please note that in the European Union, you as a consumer might have other legal rights under national legislation of European Union Member States governing the sale of Altec Lansing's goods. Those rights are not affected by this guarantee.

The above limited warranties and remedies are sole warranties and remedies available to purchaser, if, and to the extent, valid and enforceable under the applicable law.

### CUSTOMER SERVICE

The answers to most setup and performance questions can be found in the Troubleshooting guide. You can also consult the FAQs in the customer support section of our Web site at [www.alteclansing.com](http://www.alteclansing.com). If you live in North America and still can't find the information you need, please call our customer service team for assistance before returning the speakers to your retailer under their return policy.

Tel: 800-258-3288

Email: [csupport@alteclansing.com](mailto:csupport@alteclansing.com)

If you live outside of North America, please visit our website at [www.alteclansing.com](http://www.alteclansing.com) and select your region to locate your country's distributor.

For the most up-to-date information, be sure to check our Web site at [www.alteclansing.com](http://www.alteclansing.com).

© 2003 Altec Lansing Technologies, Inc.

Designed and engineered in the USA and manufactured in our ISO9002 certified factory. United States Patents 4429181 and 4625328 plus other patents pending.

### INTERNATIONAL DISTRIBUTION

International customers: For information regarding the distribution of Altec Lansing products in your country, please visit [www.alteclansing.com](http://www.alteclansing.com) and click on your region.

### FCC NOTE

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions:

1. This device may not cause harmful interference.
2. This device must accept any interference received, including interference that may cause undesired operation.

# VS4221 THREE-PIECE POWERED AUDIO SYSTEM

Thank you for purchasing this Altec Lansing product. For generations, Altec Lansing has been first in audio innovation. Today, our line of powered speakers has received more performance awards than any other brand. In all kinds of desktop environments, in every price range, Altec Lansing offers sound of distinction — giving even the most demanding customers the audio enjoyment they seek. Just listen to this!

## BOX CONTENTS

- Two speakers and one subwoofer
- Wireless remote
- Remote mounting bracket
- 3.5mm stereo cable
- User's guide
- Quick connect instructions (located on inner-flap of the package)

## PLACING SPEAKERS

### SUBWOOFER

All stereo-encoded information is heard through the satellite speakers. The subwoofer contains no stereo imaging, and its sound is non-directional. As a result, the subwoofer doesn't have to be placed in any particular relationship to the satellites. However, placing the subwoofer on the floor close to a wall or room corner provides better bass efficiency and optimum sound.

Warning: The subwoofer is not magnetically shielded. As such, it SHOULD be placed at least 2 feet (0.6m) from TVs, computer monitors, computer hard drives or any other magnetic media (e.g. floppy disks, Zip disks, computer or audio tapes, etc.).

### SATELLITE SPEAKERS

Arrange the satellite speakers to suit your listening tastes — from right next to the monitor to as far apart as the speaker cords allow.

For optimum sound, satellite speakers should be placed in a left/right configuration, preferably apart and at equal distance from the center of the listening area. This will offer the best stereo imaging and provide the most satisfying results.

Note: The satellite speakers ARE magnetically shielded and can be placed close to video displays such as TVs and computer monitors without distorting the image.

## MAKING CONNECTIONS

Warning: Do not insert the speaker system's power plug into a wall outlet until all connections are made. Also, turn off audio source (i.e., your PC, MP3 player, Sony PlayStation, etc.) before connecting the outputs to the speaker system's inputs.

To ensure first-time operation as expected, please carefully follow the connection sequences described below in the order indicated.

### SPEAKER SYSTEM

1. Connect the right satellite speaker (with a thicker cable and orange DIN connector) to the orange input on the back of the subwoofer, labeled RIGHT. Note that the arrow on the DIN connector must face up.
2. Connect the left satellite speaker (with a thinner cable and a brown RCA connector) to the brown input on the back of the subwoofer, labeled LEFT.
3. Connect one end of the audio input cable (with lime green connectors at each end) to the matching lime green input plug on the back of the subwoofer, labeled INPUT.
4. Connect the other end of the audio input cable to your desired audio source.

## INPUTS

Various connection schemes between your audio source and the speaker system are available. Determine if you'll be setting up the speaker system for PC audio/PC gaming, DVD playback, console gaming or with portable audio devices (such as MP3 or portable CD players), then skip to the appropriate section.

### PC AUDIO/PC GAMING/DVD PLAYBACK

All PC sound cards have audio outputs. Typically, the outputs will be marked as "front output" and "rear output." In some cases, slightly different terminology may be used. The sound card's documentation should help you determine which outputs to use with your speaker system.

Connect the lime green 3.5mm stereo cable to the lime green input labeled "FRONT" on your sound card.

### CONSOLE GAMING


Most console game systems feature dual-RCA outputs. To connect your speakers, follow the steps below:

1. Make sure the power to your console gaming system is turned off.
2. Locate the red and white RCA cable that came with your console gaming system.
3. Connect one end of the RCA cable to the matching red and white RCA jacks located on the back of the subwoofer, and the other end to the back of your console gaming system.

### PORTABLE AUDIO DEVICES (MP3, PORTABLE CD PLAYERS, ETC.)

Connect the lime green 3.5mm stereo cable to the headphone jack on your portable audio device.

## POWERING ON

1. After all other connections are made, plug the AC power cord (on the back of subwoofer) into a wall outlet. The speaker system is now ready to operate.
2. Turn on the audio source.
3. Turn on the speaker system by either simultaneously pressing the "+" and "-" buttons located on the side of the right satellite, or by pressing the stand-by button  on the wireless remote. An LED will light on the front of the right satellite when the power is ON.
4. Install the supplied battery in the remote's battery compartment.

CAUTION: Danger of explosion if battery is incorrectly replaced. Replace only with the same or equivalent type

Note: To avoid hearing a popping sound when you turn on your Altec Lansing speaker system, always turn on your audio source first.

## VOLUME

The "+" and "-" buttons on the side of the right satellite control the master volume. The "+" and "-" buttons marked with the word "volume" on the wireless remote also control the master volume. Press the "+" button to increase the volume, and press the "-" to decrease the volume.

## TREBLE

The "+" and "-" buttons marked with the word "treble" on the wireless remote control the treble. Press the "+" button to increase the treble, and press the "-" to decrease the treble.


## BASS

The "+" and "-" buttons marked with the word "bass" on the wireless remote control the bass. Press the "+" button to increase the bass, and press the "-" to decrease the bass.

## LOUDNESS

The button marked with the word "loud" on the wireless remote contours the high and low frequencies to maximize the perceived audio.

## STAND-BY

To mute the speaker system, simultaneously press the "+" and "-" buttons located on the side of the right satellite, or press the stand-by button  on the wireless remote. The LED on the front of the satellite will turn off. To un-mute, perform either command again.

Note: While in stand-by mode, the system continues to receive power. To completely shut down the unit, simultaneously press the "+" and "-" buttons located on the side of the right satellite, or press the stand-by button on the wireless remote, then unplug the unit from the wall.

## DEFAULT

The button marked with the word "default" on the wireless remote restores tone controls to original factory settings.

## HEADPHONES

To use headphones with the system, plug them into the labeled jack on the right satellite. When headphones are connected, the speaker system is muted.

## SYSTEM SPECIFICATIONS\*

Altec Lansing's superior sound comes from our patented Dynamic EQ technology, which utilizes custom-built, high-fidelity drivers, state-of-the-art equalization circuitry, and a harmonious mix of the following specifications:

Sound Pressure Level (SPL):	98 dB	System Response:	40 Hz – 20 kHz (-10 dB)
Total Continuous Power:	35 Watts RMS	Signal to Noise Ratio	
• Front Speakers:	8 Watts/channel @ 4 ohms @ 10% THD @ 160 Hz – 20 kHz 2 Channels Loaded	@ 1 kHz input:	> 80 dB
• Subwoofer:	19 Watts @ 8 ohms @ 10% THD @ 40 – 160 Hz Single Channel Loaded	Drivers (per satellite):	Two 28mm full-range and one 3" mid-bass driver
		Subwoofer:	One 6.5" long-throw woofer

\*Power rating conforms to FTC Amplifier Rule #16 C.F.R. Part 432.

## TROUBLESHOOTING

SYMPTOM	POSSIBLE PROBLEM	SOLUTION
No LEDs are lit.	Power isn't turned on.	Turn on the speaker system by either simultaneously pressing the "+" and "-" buttons located on the side of the right satellite, or by pressing the stand-by button on the wireless remote.
	AC power cord isn't connected to the wall outlet.	Check to see if the "Power On" LED is illuminated on the right satellite. If not, connect AC power.
	Surge protector (if used) isn't powered on.	If the AC power cord is plugged into a surge protector, make sure the surge protector is switched on.
	Wall outlet not functioning.	Plug another device into the wall outlet (same jack) to verify the wall outlet is working.
No sound from one or more speakers.	Power isn't turned on.	Verify the AC power cord is plugged into the wall outlet.
		Turn on the speaker system by either simultaneously pressing the "+" and "-" buttons located on the side of the right satellite, or by pressing the stand-by button on the wireless remote.
	Volume is set too low.	Press the "+" button on the side of the right satellite to increase the volume.
		Check volume level on the computer sound card or alternate audio source device, and set at mid-level.
	3.5mm stereo cable isn't connected to audio source.	Check plug connections on the audio source. Make sure the signal cables are inserted firmly into the correct jacks.
	3.5mm stereo cable is connected to wrong output on audio source.	Make sure the 3.5mm stereo cable is connected and fully inserted into the "line-out," "audio-out," or the headphone jack of the audio source.
	Problem with audio source device.	Test the speakers on another audio device. Remove the 3.5mm stereo cable from the audio source device and connect it to "line-out," "audio-out," or the headphone jack of another audio source.

SYMPTOM	POSSIBLE PROBLEM	SOLUTION
Crackling sound from speakers.	Bad connection.	Check all cables. Make sure they are connected to "line-out" or "audio-out" jack on your sound card or other audio source — NOT "speaker-out."
	Volume level in computer operating system is set too high.	Check the computer operating system volume level and decrease it if necessary.
	A problem with your audio source device.	Unplug the stereo cable from the audio source. Then plug it into the headphone jack of an alternate audio source (e.g., Walkman, Discman or FM radio).
Sound is distorted.	Volume level set too high.	Press the "–" button on the side of the right satellite to decrease the volume.
	Computer operating system volume level is set too high.	Adjust the computer operating system volume and balance levels to the center as a starting point, then adjust the level on the speaker using the volume control.
	Sound source is distorted.	WAV files are often of poor quality. So distortion and noise are easily noticed with high-powered speakers. Try a different sound source such as a music CD.
Radio interference.	Too close to a radio tower.	Move your speakers until the interference goes away.
No sound from subwoofer.	Bad connection.	Check to make sure that all cables are connected properly and are making a clear connection.
	Sound source has little low-frequency content.	Many .WAV and .MID files often have little low-frequency content and sound flat when you listen to them on a computer. Try a song with more bass — something from your CD collection.
Low hum from subwoofer.	The AC in your house is at 60 cycles per second, which is within the audio frequency of the subwoofer.	Some low hum may be detected when your speaker system is powered on without an audio source playing, or when the volume is set at an extremely low level.
Loud hum from subwoofer.	Bad connection.	Unplug the AC power cord from the surge protector (if used), and plug directly into an AC wall outlet.
		Move your cables. Check to ensure they are making a clear connection.
	Bass level set too high.	Press the "–" button marked with the word "bass" on the wireless remote to decrease the bass.
	Volume or bass level on your audio source device is set too high.	Disconnect your 3.5mm stereo cable from the audio source. If the loud hum goes away, lower the volume on the audio source.
		Lower the volume or bass level on your computer, portable device, etc.
Distorted monitor.	Subwoofer too close to monitor.	Because the subwoofer is not magnetically shielded, it can cause distortion if it's too close to your monitor. Move the subwoofer so it's at least 2 feet from your monitor.

For exciting offers, register today at:

Pour des offres exceptionnelles, inscrivez-vous dès maintenant sous:

Para obtener ofertas emocionantes, registrese hoy en:

<http://www.prodregister.com/alteclansing>



**ALTEC LANSING**

This Class B digital apparatus complies with Canadian ICES-003. • Cet appareillage digital de Classe B est conforme au ICES-003 canadien.  
CORPORATE HEADQUARTERS 535 Rte. 6 & 209, Milford, PA 18337-0277, USA • 866-570-5702 • 570-296-4434 • Fax 570-296-6887  
EUROPE 13 Rue Beaumont, L-1219 Luxembourg, Luxembourg • Tel: +352 26 15 76 36 • Fax: +352 26 15 76 26  
ASIA/PACIFIC 25 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong • (852) 2735-7331 • Fax (852) 2730-7748  
Engineered in USA. Made in China

**A10307 R03**

Please send products and other  
correspondence to:

Attn: Product Marketing  
Altec Lansing Technologies, Inc.  
Routes 6 and 209  
Milford, PA 18337 USA



First-Class  
Postage  
Required  
Post Office will  
not deliver  
without proper  
postage.

**X M A 0 1 - 0 1**

  
**ALTEC LANSING®**  
**PO BOX 174394**  
**DENVER CO 80217-4394**



  
**ALTEC LANSING®**

## **Altec Lansing - Extra Year of Warranty**

**"Give Us 2 Minutes, We'll Give You 2 Years!"**

All you have to do is fill out this registration card and send it back to us within 30 days. In exchange for the valuable feedback you provide, you get an additional year of coverage.

Registration card must be completed and mailed to Altec Lansing within 30 days of your purchase from an authorized Altec Lansing dealer in order to qualify for our extended 2 year limited warranty. Valid in USA only.

(Not returning this card will not void the original 1-year limited warranty.)

A10499 R01

1. ☐ Mr.    2. ☐ Mrs.    3. ☐ Ms.    4. ☐ Miss  
First Name                      Initial    Last Name

**X M A 0 1 - 0 1**

Street

Apt. No.

City

State

ZIP Code

E-mail

2. Your date of birth:

Month / Year

3. Marital status: 1. ☐ Married    2. ☐ Single

4. Date of purchase:

Month / Day / Year

5. Model number:

(please see lower left or upper right corner of product front panel)

6. Name of store where purchased:

7. Did you:

1. ☐ Purchase this product yourself?  
2. ☐ Receive this product as a gift?  
3. ☐ Receive this product as a requested gift?

8. What most influenced your decision to purchase this product? (check all that apply)

**A) Factors**

1. ☐ Received as a gift  
2. ☐ Advertisement  
3. ☐ Brand name  
4. ☐ Friend's/Relative's recommendation  
5. ☐ Packaging  
6. ☐ Price  
7. ☐ Product brochure  
8. ☐ Review in magazines  
9. ☐ Salesperson's recommendation  
10. ☐ Store display

**B) Features**

1. ☐ Color design and style  
2. ☐ Power  
3. ☐ Size  
4. ☐ Sound quality

9. What other brands did you seriously consider before making this purchase? (check all that apply)

- |  |  |
|--|--|
| 01. <input type="checkbox"/> No other brand considered | 11. <input type="checkbox"/> Klipsch     |
| 02. <input type="checkbox"/> Belkin                    | 12. <input type="checkbox"/> Koss        |
| 03. <input type="checkbox"/> Bose                      | 13. <input type="checkbox"/> Labtec      |
| 04. <input type="checkbox"/> Creative                  | 14. <input type="checkbox"/> Logitech    |
| 05. <input type="checkbox"/> Cyber Acoustics           | 15. <input type="checkbox"/> Maxell      |
| 06. <input type="checkbox"/> Dell                      | 16. <input type="checkbox"/> Phillips    |
| 07. <input type="checkbox"/> Harman/Kardon             | 17. <input type="checkbox"/> Plantronics |
| 08. <input type="checkbox"/> Jabra                     | 18. <input type="checkbox"/> Shure       |
| 09. <input type="checkbox"/> JBL                       | 19. <input type="checkbox"/> Sony        |
| 10. <input type="checkbox"/> Kensington                | 20. <input type="checkbox"/> Other       |

10. With what do you plan to use this product? (check up to three)

- |   |   |
|---|---|
| 01. <input type="checkbox"/> Boom box                   | 12. <input type="checkbox"/> Portable cassette player |
| 02. <input type="checkbox"/> CD player                  | 13. <input type="checkbox"/> Portable FM/AM radio     |
| 03. <input type="checkbox"/> Portable CD player         | 14. <input type="checkbox"/> Portable MP3 player      |
| 04. <input type="checkbox"/> Cell phone                 | 15. <input type="checkbox"/> iPod                     |
| 05. <input type="checkbox"/> Clock radio                | 16. <input type="checkbox"/> Satellite radio          |
| 06. <input type="checkbox"/> Desktop computer           | 17. <input type="checkbox"/> Stereo rack system       |
| 07. <input type="checkbox"/> DVD player                 | 18. <input type="checkbox"/> TV                       |
| 08. <input type="checkbox"/> Portable DVD player        |   |
| 09. <input type="checkbox"/> Home theatre system        |   |
| 10. <input type="checkbox"/> Micro desktop audio system |   |
| 11. <input type="checkbox"/> Notebook/Laptop computer   |   |

11. Where do you plan to use this product? (check all that apply)

**A) Indoors:**

- |  |  |
|--|--|
| 1. <input type="checkbox"/> Bedroom            | 5. <input type="checkbox"/> Living room        |
| 2. <input type="checkbox"/> Children's bedroom | 6. <input type="checkbox"/> Office             |
| 3. <input type="checkbox"/> Gym                | 7. <input type="checkbox"/> Rec or family room |
| 4. <input type="checkbox"/> Kitchen            | 8. <input type="checkbox"/> Other              |

**B) Outdoors:**

- |  |                                   |
|--|-----------------------------------|
| 1. <input type="checkbox"/> Automobile     | 5. <input type="checkbox"/> Plane |
| 2. <input type="checkbox"/> Bicycling      | 6. <input type="checkbox"/> Train |
| 3. <input type="checkbox"/> Camping/picnic | 7. <input type="checkbox"/> Other |
| 4. <input type="checkbox"/> Jogging        |                                   |

12. **Not including yourself**, what is the **GENDER** and **AGE** (in years) of children and other adults living in your household?

1. ☐ No one else in household    2. ☐ Child under 1 year

**Male   Female   Age                      Male   Female   Age**

1. ☐ 2. ☐                      yrs.    1. ☐ 2. ☐                      yrs.

1. ☐ 2. ☐                      yrs.    1. ☐ 2. ☐                      yrs.

13. **Occupation:** (check all that apply)

- |  | <b>You</b>               | <b>Spouse</b>               |
|--|--------------------------|-----------------------------|
| Professional/Technical .....           | <input type="checkbox"/> | 1. <input type="checkbox"/> |
| Upper Management/Executive .....       | <input type="checkbox"/> | 2. <input type="checkbox"/> |
| Middle Management .....                | <input type="checkbox"/> | 3. <input type="checkbox"/> |
| Sales/Marketing .....                  | <input type="checkbox"/> | 4. <input type="checkbox"/> |
| Clerical/Service Worker .....          | <input type="checkbox"/> | 5. <input type="checkbox"/> |
| Tradesman/Machine Operator/Laborer ... | <input type="checkbox"/> | 6. <input type="checkbox"/> |

14. **Are you or your spouse:**

- |                                     | <b>You</b>               | <b>Spouse</b>               |
|-------------------------------------|--------------------------|-----------------------------|
| A Homemaker? .....                  | <input type="checkbox"/> | 1. <input type="checkbox"/> |
| Retired? .....                      | <input type="checkbox"/> | 2. <input type="checkbox"/> |
| A Student? .....                    | <input type="checkbox"/> | 3. <input type="checkbox"/> |
| Self Employed/Business Owner? ..... | <input type="checkbox"/> | 4. <input type="checkbox"/> |
| Working from a Home Office? .....   | <input type="checkbox"/> | 5. <input type="checkbox"/> |
| In the Military? .....              | <input type="checkbox"/> | 6. <input type="checkbox"/> |
| A Veteran? .....                    | <input type="checkbox"/> | 7. <input type="checkbox"/> |

15. Which group describes your annual family income?

- |  |  |
|--|--|
| 01. <input type="checkbox"/> Under \$15,000    | 08. <input type="checkbox"/> \$75,000-\$99,999   |
| 02. <input type="checkbox"/> \$15,000-\$19,999 | 09. <input type="checkbox"/> \$100,000-\$124,999 |
| 03. <input type="checkbox"/> \$20,000-\$29,999 | 10. <input type="checkbox"/> \$125,000-\$149,999 |
| 04. <input type="checkbox"/> \$30,000-\$39,999 | 11. <input type="checkbox"/> \$150,000-\$174,999 |
| 05. <input type="checkbox"/> \$40,000-\$49,999 | 12. <input type="checkbox"/> \$175,000-\$199,999 |
| 06. <input type="checkbox"/> \$50,000-\$59,999 | 13. <input type="checkbox"/> \$200,000-\$249,999 |
| 07. <input type="checkbox"/> \$60,000-\$74,999 | 14. <input type="checkbox"/> \$250,000 & over    |

16. **Level of education:** (check highest level completed)

1. ☐ Completed High School  
2. ☐ Completed College  
3. ☐ Completed Graduate School

17. Which credit cards do you use regularly?

1. ☐ American Express, Diners Club  
2. ☐ MasterCard, Visa, Discover  
3. ☐ Department Store, Oil Company, etc.  
4. ☐ Do not use credit cards

18. **For your primary residence, do you:**

1. ☐ Own?                      2. ☐ Rent?

19. How recently did you move into your current residence?

- |   |  |
|---|--|
| 1. <input type="checkbox"/> Within 30 days      | 4. <input type="checkbox"/> 7 to 12 months ago                   |
| 2. <input type="checkbox"/> Within 1 - 3 months | 5. <input type="checkbox"/> Have not moved in the last 12 months |
| 3. <input type="checkbox"/> Within 4 - 6 months |  |

20. Which of the following do you plan to do within the next 6 or 12 months?

- |                                | <b>1-6 Months</b>        | <b>7-12 Months</b>          |
|--------------------------------|--------------------------|-----------------------------|
| Buy/Lease a New Vehicle .....  | <input type="checkbox"/> | 1. <input type="checkbox"/> |
| Buy/Lease a Used Vehicle ..... | <input type="checkbox"/> | 2. <input type="checkbox"/> |



**21. To help us understand our customers' lifestyles, please indicate the interests and activities in which *you or your spouse* enjoy participating on a *regular* basis.**

- |  |   |   |
|--|---|---|
| 01. <input type="checkbox"/> Bicycling                   | 18. <input type="checkbox"/> Automotive Work                  | 35. <input type="checkbox"/> Wines                            |
| 02. <input type="checkbox"/> Golf                        | 19. <input type="checkbox"/> Home Workshop/Do-It-Yourself     | 36. <input type="checkbox"/> Stamp/Coin Collecting            |
| 03. <input type="checkbox"/> Physical Fitness/Exercise   | 20. <input type="checkbox"/> Shop by Catalog/Mail             | 37. <input type="checkbox"/> Collectibles                     |
| 04. <input type="checkbox"/> Running/Jogging             | 21. <input type="checkbox"/> Shop via the Internet            | 38. <input type="checkbox"/> Real Estate Investments          |
| 05. <input type="checkbox"/> Snow Skiing                 | 22. <input type="checkbox"/> Listen to Records/Tapes/CDs      | 39. <input type="checkbox"/> Stocks/Bond Investments          |
| 06. <input type="checkbox"/> Tennis                      | 23. <input type="checkbox"/> Avid Book Reading                | 40. <input type="checkbox"/> Contests/Sweepstakes             |
| 07. <input type="checkbox"/> Camping/Hiking              | 24. <input type="checkbox"/> Bible/Devotional Reading         | 41. <input type="checkbox"/> Casino Gambling                  |
| 08. <input type="checkbox"/> Fishing                     | 25. <input type="checkbox"/> Health/Natural Foods             | 42. <input type="checkbox"/> Dieting/Weight Control           |
| 09. <input type="checkbox"/> Hunting/Shooting            | 26. <input type="checkbox"/> Photography                      | 43. <input type="checkbox"/> Self-Improvement                 |
| 10. <input type="checkbox"/> Grandchildren               | 27. <input type="checkbox"/> Cultural/Arts Events             | 44. <input type="checkbox"/> Walking for Health               |
| 11. <input type="checkbox"/> Donate to Charitable Causes | 28. <input type="checkbox"/> Fashion Clothing                 | 45. <input type="checkbox"/> Have a Dog                       |
| 12. <input type="checkbox"/> Needlework/Knitting         | 29. <input type="checkbox"/> Art/Antique Collecting           | 46. <input type="checkbox"/> Have a Cat                       |
| 13. <input type="checkbox"/> Sewing                      | 30. <input type="checkbox"/> Member of Frequent Flyer Program | 47. <input type="checkbox"/> Subscribe to an Internet Service |
| 14. <input type="checkbox"/> Flower Gardening            | 31. <input type="checkbox"/> Foreign Travel                   | 48. <input type="checkbox"/> Watching Sports on TV            |
| 15. <input type="checkbox"/> Vegetable Gardening         | 32. <input type="checkbox"/> Cruise Ship Vacations            | 49. <input type="checkbox"/> Home Video Recording             |
| 16. <input type="checkbox"/> Crafts                      | 33. <input type="checkbox"/> Travel in USA                    | 50. <input type="checkbox"/> Moneymaking Opportunities        |
| 17. <input type="checkbox"/> Speak Spanish               | 34. <input type="checkbox"/> Gourmet Cooking/Fine Foods       | 51. <input type="checkbox"/> Pay Bills Online                 |

**22. Using the numbers in the above list, please indicate your 3 most important activities:**

Thanks for taking the time to fill out this questionnaire. Your answers will be used for market research studies and reports. They will also allow you to receive important mailings and special offers from a number of fine companies whose products and services relate directly to the specific interests, hobbies, and other information indicated above. Through this selective program, you will be able to obtain more information about activities in which you are involved and less about those in which you are not. Please check here if, for some reason, you would prefer *not* to participate in this opportunity. ☐

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**Please seal with tape. Do not staple.**